Mr. Chump Goes to Town
In a Streamlined Saga of Swing!
. . . and here's how you go to town with 'Mr. Chump'. . . . . .
This Little Chump Went to Market
Because He Thought He Had Brains!
But When He Got There
The Market Was 'Bear'
...And So He Got Clipped For His Pains!
His frown makes Wall Street tremble...his trumpet makes the whole world swing!
"MR. Chump"
with
JOHNNIE DAVIS
LOLA LANE
PENNY SINGLETON
DONALD BRIGGS • Directed by WILLIAM CLEMENS
Original Screen Play by George Bricker • A WARNER BROS. PICTURE
Vitagraph, Inc.
He's not so smart with numbers... but with figures, oh, baby!
Hear Johnnie jive with:—"As Long as You Live... You'll Be Dead When You Die"!
—ATRE·DATE

Mat 301—
276 lines
45c

Additional Ads on pages four and five.

(*Lead*)

Davis and His Trumpet Starred in "Mr. Chump"

Johnnie "Scat" Davis has become so popular since he made his debut as a motion picture actor about a year ago in "Varsity Show," that he was given the starring role in "Mr. Chump," the Warner Bros. comedy-drama of small town life, with Lola Lane and Penny Singleton in the feminine leads, which opens Friday at the Strand Theatre.

He is, in the story written by George Bricker, just what he was in actuality before he left Waring's Pennsylvanians to become a Warner Bros. actor—a positive genius in singing hot tunes and swinging them on his trumpet. So he is given the opportunity in "Mr. Chump" to introduce a couple of new tunes, written especially for his use in this picture. They are "As Long As You Live" and "It's Against the Law in Arkansas."

Among the solid business men and other respectable folk of the mid-western town which is the picture's setting, Bill Small, the character played by Johnnie Davis, is regarded as a chump because he seems unable to hold down what is considered a respectable job in that town.

Nevertheless Betty Martin, played by Penny Singleton, is sorry to see him go when he leaves town to make his way as a musician. It seems then that Betty has nothing left to do but marry the man her older sister, played by Lola Lane, has picked for her. This prize is the cashier of the bank in which Lola's husband is a teller.

But when Johnnie returns for a visit he finds the two men in trouble. They have "borrowed" money from the bank and played the stock market with it, using what they thought was his system. Needless to say, they lost.

Bill agrees to help save them by taking an additional $50,000 they have "borrowed" and actually putting his market system to the test. He soon makes enough money not only to replace all the "borrowed" funds but to buy a controlling interest in the bank. He had hoped thus to be able to cover up the other two men's speculations, but the bank examiners ferret out the whole story and there's a big surprise finish.

William Clemens, who directed the picture, has become something of a specialist at Warner Bros. in directing tales of small-town life, and he has given full value to the story.

'Wedding March' Fazes Trumpeter

It was Johnnie Davis' big day on the set of "Mr. Chump," comedy drama coming to the Strand Friday. Johnny Mercer and Bernie Hanighen had written a swell swing number, called "As Long As You Live," for him to give out with on his famous trumpet, accompanied by a hot band, and this was the day they were going to record it for the picture. Johnnie got the signal to start, and completely "out of this world," he went to town on the number. But something was wrong—the rest of the band wasn't playing the same tune. They were playing the wedding march from Lohengrin! Then came the dawn, and Johnnie hot-footed it to the phone to apologize to his wife for forgetting that this was their fourth wedding anniversary.

BRIGGS WANTED TO BE SINGER

Son of a Chicago physician, Donald Briggs disappointed his father when, early in life, he developed an ambition to be an opera singer, for his father wanted him to take up medicine. He never got far on the road to opera, however, making a permanent detour to straight acting soon after he graduated from high school.

His motion picture career, which started with "They Won't Forget," is proceeding nicely, his latest role being in the Warner Bros. film, "Mr. Chump," coming to the Strand.

(*Advance*)

Youth Will Have Its Swing —Says Movie "Scat" Singer

According to Johnnie "Scat" Davis, there's a great film star standing right in with him and Penny Singleton and Lola Lane in "Mr. Chump," the Warner Bros. comedy-drama of small town life which opens Friday at the Strand Theatre.

"Yessir, we don't stand alone as the attractions in this cast. The most popular thing in America today is with us," says Johnnie, who plays the title role.

The mysterious quantity is swing.

"You keep hearing that the swing craze is over, but don't let 'em kid you," warned Johnnie. "Sa-ay, that and the dances and hot songs that go with it, they're just catching on. Haven't they been better during the past two months than ever before?

"Mr. Chump," Johnnie admitted, isn't at all a musical. Like "Swing Your Lady," in which Miss Singleton did some tall swinging and introduced some catchy ditties, the new picture in which she's with Johnnie uses music only incidentally, and for logical reasons (also at logical times) in the plot.

"It's the spirit of the whole thing," says Johnnie. "The picture doesn't even dwell on swing—it's got a plot about a ne'er-do-well who says he can make a million when everybody else says he can't even get a job. And, of course, he gets the million. He doesn't even play swing to get it. And while I play the trumpet and Penny dances, on several occasions, swing music is certainly not the feature of the production.

"The part swing plays is something close to the hearts of young people throughout the country — without preaching, without even saying what we're doing, we're showing the philosophy of modern youth arrayed against an old-fashioned world. Whew!" Johnny wiped his brow. "That was a mouthful of words. Did they mean anything?"

Johnnie was assured they did. "Wait a minute, and I'll explain on the trumpet," he chuckled.

He played a hot 'n' low number, Penny swung it and so did Lola Lane, who in the picture frowns on such things.

George Bricker wrote the story, a modern swing-time version of "The Busher," and other stories of the no-account whose fabulous dreams come true.

Mat 207—30c

SPARKIN' IN THE PARK—Penny Singleton and Johnnie Davis have got romance on their minds in this scene from "Mr. Chump," delightful new comedy-drama coming to the Strand Theatre.

(Advance)

Typical Mid-West Home Built for "Mr. Chump" Set

Penny Singleton ran an appraising glance over the bookshelves in her living room.

Then she took in the furniture, the rugs, the fireplace, the pictures on the walls, and said, "So this is home."

For although it was Penny's own living room, she was seeing it for the first time in her life.

It was erected on a sound stage at the Warner Bros. Studio and it constituted a set for "Mr. Chump," the comedy-drama of small town life which is coming to the Strand Theatre.

Penny is the sprightly young actress who used to be known on the Broadway musical comedy stage as Dorothy McNulty. There's an intriguing Irish curl to her upper lip and a Gaelic twinkle in her eyes of pansy blue. The full force of her smile was turned on now as she grinned, looking around that room.

"It's amazing," she said, "Don't you think it's amazing, too? I mean all this," she added with a comprehensive wave of the hand.

She seemed in that one gesture to embrace the ashes of old fires in the fireplace, the family portraits on the walls interspersed with such framed elegancies as the Stag At Bay, the cheap well-worn Brussels rugs, the overstuffed chairs with sagging seats and the books in two slim niches of shelves.

"It looks like a middle western home that's been lived in for years and years," said Penny. "Yet it's here today and gone tomorrow. I wonder, I often wonder, about the geniuses that do it.

"Once I asked a director, and he said, 'Oh, they have set dressers to do all that sort of thing.' But when I looked up the dresser he was a funny little man in a sweater, who told me that he took orders from the art director of a production.

"Men like Robert Haas and Carl Weyl and Anton Grot sit down and figure out just how a room should be dressed, even to the littlest detail.

"I talked to them, and here's an interesting thing I learned; and that is that while it takes imagination to dress a castle set or a great hotel suite, it takes knowledge to set up a home such as this.

"You see, this is a middle western home. It's average middle class in an average small town. That means that millions and millions who see it on the screen will know exactly what such homes should be like. And if there's a false note anywhere, the producers will hear about it. It has to be accurate, absolutely true to life."

Around the Town
With "Mr. Chump"

The new little bundle of blessedness over at the Dick Powell-Joan Blondell's is on the distaff side, and they're calling her Ellen. Papa Dick held up production on his newest flicker "For Lovers Only," while he paced the hospital floor.

* * *

Penny Singleton demonstrated her versatility between scenes on the set of "Mr. Chump" by singing an aria from "Madame Butterfly" while turning cartwheels—in very good voice—and awfully good form!

* * *

Your correspondent Johnnie Davis ("Mr. Chump" to you!) is now engrossed in raising chickens as a sideline venture. Have thirty chickens for a starter but am hoping for a goodly number of blessed events.

* * *

Cutest romance in town is the one between Jackie Cooper and Bonita Granville. It all began on the set of "White Banners" and are they blushing!

* * *

Neatest paradox of the week: Bette Davis plays a sympathetic role after a series of unsympathetic ones and Errol Flynn plays an unsympathetic one after a series of "hero" roles. The picture which is now before the camera is "The Sisters."

(Advance)

Famous Swingsters Planning to Have Own Jam Sessions

A Swing Club for the purpose of holding private jam sessions is being organized among members of the motion picture colony, with such well known names as Dick Powell, Gary Cooper and the Lanes (Rosemary and Priscilla) already on the rolls.

Only those known to enjoy going to town are being invited to join. Corny players won't be tolerated. A player to rate membership must be known for hitting hot licks.

Originator of the club was Johnnie "Scat" Davis, trumpeter extraordinary (formerly with Waring's Pennsylvanians). He got the idea while blowing his trumpet in "Mr. Chump," his latest Warner Bros. picture, coming soon to the Strand Theatre. At that time various swing devotees of the Warner lot began flocking to his sets and swinging it to such an extent they interfered with production and the sets had to be closed to visitors.

Frank Perkins, veteran song arranger with Waring, and, like Johnnie and the Lane sisters, now under Warner contract, will arrange the scores for the swingsters.

Johnnie plays trumpet; Rosemary Lane, piano; Priscilla Lane, tambo and bones; Dick Powell, guitar; Gary Cooper, clarinet; Spencer Tracy, drums; Tony Romano, steel guitar; Mabel Todd, vocalist.

(Current)

Scat Singing Was Born of Laziness But It's Work Now

Laziness inspired "scat-singing," according to Johnnie "Scat" Davis, who declares a "scat-singer" gets that way by being too lazy to memorize the words of a song.

"So when we can't remember the words," said Johnnie, "we just ad lib with sound effects like 'hi-de-ho.' "

But Johnnie went on to admit ruefully that, although laziness inspired "scat-singing," it takes main strength to practice it.

By way of proof, he pointed to his recent assignment before the camera at the Warner Bros. Studio as the "scat-singing," trumpet-playing hero of "Mr. Chump," the comedy-drama playing at the Strand Theatre.

For the filming of one short sequence in a roadhouse, in which Johnnie introduces a new song which he "scats," forty-nine rehearsals over a period of two days were necessary.

"The first time I sang the song," explained the tousle-topped blond, "I gave it everything in the way of improvised scatting. Then each time after that first rehearsal, I'd forget what my business had been in one part or another of the song. But Bill Clemens, the director, wanted me to sing as I had the first time. So he'd stop me, and I'd have to go back and do it all over again. Yes, sir, that was work."

Title of the song, by Johnny Mercer and Bernie Hanighen, is "As Long As You Live."

JOKER MUCH TOO LATE

Some prankster rubbed lemon juice on the mouthpiece of Johnnie Davis's trumpet. But the joke was on the joker, for the music had been pre-recorded by Johnnie several days before and he merely had to go through the motions of filming his trumpet playing sequences for "Mr. Chump," now at the Strand.

(Current)

Lola Rebelled at Picturing Small Town Gal As Frump

"No finger nail polish," said the head makeup man.

"No facial makeup," said the assistant makeup man.

"No glamorous hairdress," said the hairdresser.

"Only little cotton dresses without any style," said the wardrobe woman.

"Only inexpensive shoes," said the director, "and kind of clodhoppery, at that."

Lola Lane rebelled.

"Whom do you think you're talking about, anyhow?" she demanded.

"Why, about the middle west housewife you're going to play," they answered in chorus.

That was when the most forthright star in motion pictures blew up.

The conference concerned Lola's wardrobe and general appearance as Jane Mason, the girl married to the mouselike bank teller, in "Mr. Chump," the Warner Bros. picture now showing at the Strand Theatre. The Masons are supposed to live in the mythical small town of Union Falls, somewhere within 200 miles of Chicago.

"Listen, all of you," said Lola. "I come from Iowa. I know how the young wives of those small towns dress. Why, your ideas are just about fifty years out of date.

"You're talking theory, but I know fact. I know, for instance, that a girl like Jane Mason gets all the fan magazines and reads all the beauty columns and sees all the movies and listens to all the radio talks about beauty treatments and so on. And why? Why, I ask you, why?"

Well, her flabbergasted audience had no answer, so Lola stormed on.

"Why?" she demanded again, and then answered herself: "I'll tell you why. It's so she can keep up with the rest of the world in matters of personal appearance and charm.

"And so now you people want me to play a dummy for smart girls like that, hey?" said Lola. "Well, not if I know anything about it. Now, here's the way I'll make up and this is the way I'll dress. Gather round."

Thereupon they all gathered round—Director Bill Clemens, and his whole corps. And Lola told 'em.

And that is why Jane Mason appears in "Mr. Chump" as a real American housewife of the modern type instead of the traditional chromo of the joke books of yesteryear.

Bits in Brief

LOLA BLAZED THE WAY

In view of the current success of Lola Lane and her sisters, Rosemary and Priscilla, it may seem odd that their parents were completely opposed to Lola's ambitions to become an actress. After Lola, who is the eldest of the three, had succeeded in her ambition, however, the family apparently became theatrical - minded. Lola's latest picture is the Warner Bros. comedy-drama, "Mr. Chump," coming to the Strand.

TOUGH ON STOCKINGS

Penny Singleton wore out three pairs of silk hose while filming a closeup with Johnnie Davis for "Mr. Chump," the Warner Bros. picture coming to the Strand Theatre next Friday. She was required to do a dance while Johnnie, seated, blew his trumpet, and she had to remove her shoes, dancing in her stockinged feet so she wouldn't appear too tall next to her seated boy friend.

SHOW MUST GO ON

Lola Lane established her right to the title of "best little trouper in pictures" when she tore out the nail on the fourth finger of her right hand while shaking a rug during filming of a scene for "Mr. Chump" but went right on playing, so as not to spoil the "take." The nail, which caught in the fabric, was not only broken, but completely torn off, and Miss Lane had to play the balance of the picture with a taped finger. She plays a mid-west housewife in the Warner Bros. picture opening Friday at the Strand Theatre.

IT'S BILL — NOT SAM

Director Bill Clemens suggested that a certain situation in "Mr. Chump," the Warner Bros. picture opening Friday at the Strand Theatre, should be built up for laughs, and the writers, in a huff, opined he might do it himself. "Not me." he quipped, "I'm Bill Clemens, not Samuel."

Mat 208—30c

LOOKS LIKE TROUBLE for Penny Singleton, Lola Lane, Chester Clute and Johnnie Davis—but they solve all their problems in "Mr. Chump," typically human comedy drama of small-town life which is coming to the Strand Theatre on Friday.

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(Opening Day)

Small Town Comedy 'Mr. Chump' Opening At Strand Tonight

Playing the first starring role of his brief but highly successful motion picture career, Johnnie "Scat" Davis and his trumpet share the honors with Lola Lane and Penny Singleton in "Mr. Chump," the Warner Bros. comedy-drama of happenings in a fictitious mid-western town, which comes to the Strand Theatre today.

It's not strictly a musical picture, but Johnnie's role is that of a corn-fed though not "corny" trumpet player, so there's plenty of his distinctive style of musical entertainment in it.

In the course of the picture, Johnnie introduces — both vocally and instrumentally — two new songs written especially for him to sing and play in this production. They are "As Long As You Live," by Johnny Mercer and Bernie Hanighen, and "It's Against the Law in Arkansas," by Hanighen and Charles Henderson.

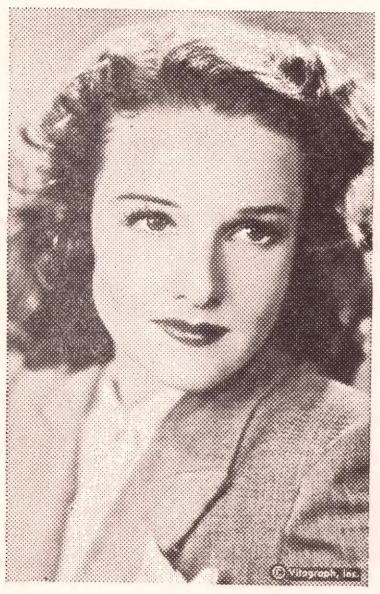
The screen play. written by George Bricker and directed by William Clemens, concerns the fortunes of a small-town swingster who is regarded as a chump in his native environment because he is not interested in the ordinary, dull road to business success that is the accepted route among the most respected citizens.

He leaves, however, to make his fortune as a musician and he does very well as a trumpeter in a hot band. When he next returns to his home town, he is prosperous enough to gain the respect of the townsfolk, and, in fact, he is called upon to save the hides of two of the worthies who were held in high esteem when he left town. How he tries to do that and the price he is forced to pay for his sacrificial gesture form the rest of the story.

In addition to Johnnie and the Misses Lane and Singleton, the cast features Donald Briggs, Chester Clute, Spencer Charters and Granville Bates.

HOT LICKS SWELL LIPS

Johnnie Davis's first day before the camera in "Mr. Chump," was devoted to blowing hot licks on the trumpet in an Arkansas woodshed. He blew so long and so hard during three hours of rehearsal that finally he said to Director Bill Clemens, "If you don't make the next shot a take, I won't be able to go on. My lips are out of training. They swelled up like Maxie Rosenbloom's eyes."



Mat 108—15c

LOLA LANE—"Dramatic" member of the acting Lane family has a featured role in "Mr. Chump," new Warner Bros. comedy-drama at the Strand.

"MR. CHUMP" GOES TO TOWN

Johnnie Davis, that scat-singin' fugitive from Fred Waring's swing gang, takes stellar honors in "Mr. Chump," a merry comedy of youth, small towns and swing, dividing his time between "straight" acting and giving out on his famous trumpet. "Mr. Chump" opens today at the Strand Theatre.

Mat 206—30c

(Review)

Johnnie Davis Scats to Stardom In Swingy New Comedy, 'Mr. Chump'

STORY SYNOPSIS (not for publication): **Johnnie Davis has three interests in life—his trumpet, the stock market (which he plays on paper) and Penny Singleton, sister of his landlady, Lola Lane. When Penny becomes engaged to Donald Briggs, a bank cashier, Johnnie goes away and gets a job playing the trumpet. When he comes back, he finds that Lola's husband and Briggs have "borrowed" money from the bank to play the market and have lost. To help them out he borrows more, plays the stocks and wins enough money to buy the bank. The story ends with the three of them playing in the prison orchestra, and Penny waiting at the gates for Johnnie, whom she is going to marry when he gets out of jail.**

Length: 5542 feet ***Running time: 60 minutes***

Johnnie "Scat" Davis made good as a three-dimensional star when "Mr. Chump," a Warner Bros. picture built around his engaging personality and his well-known talents as an entertainer, opened yesterday at the Strand Theatre.

He had some help of course in making the picture the satisfying entertainment that it is, notably from Lola Lane and Penny Singleton and from a story that was nicely tailored to his measure, but it must be classified nevertheless as mainly a personal triumph for the young trumpet player with the infectious grin and unruly shock of yellow hair who came to the Warner studio as a member of Waring's Pennsylvanians to appear in "Varsity Show" and was not permitted to leave.

His acting is convincing and charming, his singing adds further lustre to his reputation as a swingy vocalist, and he plays his trumpet as only he can play it.

In spite of Johnnie's vocal and instrumental contributions, "Mr. Chump" is not, strictly speaking, a musical picture. The musical interludes are merely incidental, being required by the plot, for Johnnie's role is that of a young fellow whose chief passion is playing the trumpet and singing hot choruses. Freshness is lent his contributions, however, by the fact that two new tunes were written for him to sing and play in this picture. They are "As Long As You Live," by Johnnie Mercer and Bernie Hanighen, and "It's Against the Law in Arkansas," by Hanighen and Charles Henderson, and they are just the sort of songs that Johnnie can put over best.

The story, written by George Bricker, is laid in a fictitious middle-western small town, where Johnnie, whose only interests in life are playing his trumpet and the stock market on paper, is regarded as a chump. Needless to say he "shows" them all, and the story of how he does it is novel, humorous and utterly delightful.

The charm of the setting and the humor and pathos of the story are fully realized in the direction of William Clemens, while the rest of the cast, which includes, besides the Misses Lane and Singleton, such reliable players as Donald Briggs, Chester Clute, Spencer Charters and Granville Bates, render capable assistance to Johnnie Davis in making "Mr. Chump" swell entertainment for the whole family.

CAST OF CHARACTERS

Bill Small	Johnnie Davis
Jane Mason	Lola Lane
Betty Martin	Penny Singleton
Jim Belden	Donald Briggs
Ed Mason	Chester Clute
Sheriff	Frank Orth
Mr. Sprague	Granville Bates
Mr. Koeper	Spencer Charters
Pop	Clem Bevans
Theatre Manager	Sidney Bracy

PRODUCTION STAFF

Directed by	William Clemens
Screen Play by	George Bricker
Photography by	Arthur Edeson, A.S.C.
Film Editor	Harold McLernon
Dialogue Director	Frank Beckwith
Art Director	Ted Smith
Sound by	E. A. Brown
Gowns by	Howard Shoup
"As Long As You Live," by	Johnny Mercer and Bernie Hanighen
"It's Against the Law in Arkansas," by	Bernie Hanighen and Charles Henderson

(Current)

Penny Writes Poems To Help Her Relax Between Film Jobs

To some people poetry is a very dignified form of literature. And to them the authorship of verse is something akin to greatness. To Penny Singleton, however, poetry is child's play. And writing it she considers relaxation and nothing to shout about.

For Penny is a versifier.

"I sit down idly," said Penny, "and the first thing I know I'm thinking in verse. Nothing heavy, you know. Jingle stuff. It's fun."

It's such fun for the little actress that she's always at it. Her purse is forever stuffed with odd scraps of paper scrawled over with rhymes. They'll go something like this:

"I had a little cat
"That just sat and sat and sat . . ."

Penny herself, however, does very little sitting. She's an active five-foot-three of laughter and leanness, half Irish, half German, and wholly charming. She's always on the go. Her name, in case you've forgotten, used to be Dorothy McNulty, and her fame was built on the musical comedy stage, not the screen.

Her verse writing is comparatively recent, too. It began with the writing of a child's poem which "just came into her head." She sold it to a magazine, and from that time on has been encouraged to relax in the writing of verse.

"It's like this," she confided, while temporarily fixed in one spot in her dresing room on the set of "Mr. Chump," her latest Warner Bros. picture, which is now showing at the Strand Theatre. "I find that thinking in rhymes takes me out of myself. I can forget all my worries and go at it for hours, and then when I come out of the spell, why, I'm all refreshed. You know, it's just like taking a good hot bath."

GETS JEWELLED SPIDER

Penny Singleton may set a new style in evening dress ornaments by wearing a jewelled spider on her left shoulder.

Since her marriage almost a year ago, Penny has been receiving some special gift from her husband, Dr. Lawrence Scroggs Singleton, on every monthly wedding anniversary, and the spider is the latest.

The actress proudly displayed her gift on the set of "Mr. Chump," the Warner Bros. picture playing at the Strand Theatre, and then she disclosed her intention to wear it as a shoulder clip. It's a gold spider with ruby eyes.

Mat 107—15c

PENNY SINGLETON — is the girl of Johnnie Davis' dreams in "Mr. Chump," a swingy new comedy which has its first local showing today at the Strand.

Is It Mr. Deeds? NO!
It's "MR. CHUMP"
AND HE'S REALLY GOIN' TO TOWN!
Friends, swing-cats, countrymen...just lend him an ear! When he gets goin'...you'll stand up and cheer!
JOHNNY DAVIS
LOLA LANE
PENNY SINGLETON
DONALD BRIGGS
Directed by William Clemens
Original Screen Play by George Bricker
A WARNER BROS. PICTURE
He blows 'em!... You'll swing 'em! "As Long as You Live, You'll Be Dead When You Die" and other hits!
Vitagraph, Inc.
THEATRE

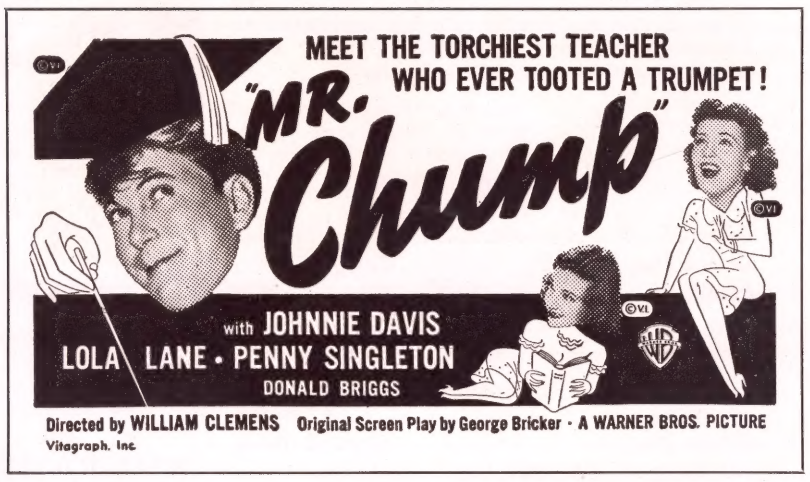
Mat 203—148 lines—30c

Mat 101—68 lines—15c

Mat 205—70 lines—30c

WHEN HE STARTS TOOTIN' YOU'LL START ROOTIN'.... for more!
This trumpetin' fool says: "All play and no work makes jack ...for yours truly!"
"MR. CHUMP"
with
JOHNNIE DAVIS
LOLA LANE
PENNY SINGLETON
DONALD BRIGGS · Directed by William Clemens
Original Screen Play by George Bricker · A WARNER BROS. PICTURE
Vitagraph, Inc.

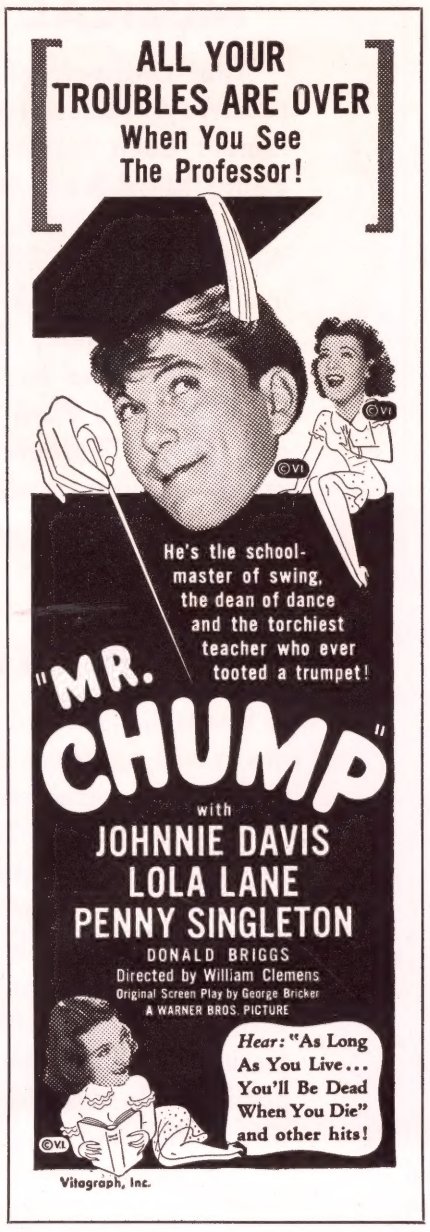
Mat 105—55 lines—15c


MEET THE TORCHIEST TEACHER WHO EVER TOOTED A TRUMPET!
"MR. Chump"
with JOHNNIE DAVIS
LOLA LANE · PENNY SINGLETON
DONALD BRIGGS
Directed by WILLIAM CLEMENS
Original Screen Play by George Bricker · A WARNER BROS. PICTURE
Vitagraph, Inc.

Mat 202—60 lines—30c

He's SAPPY About the Whole Thing!
"MR. Chump"
with JOHNNIE DAVIS
LOLA LANE · PENNY SINGLETON · DONALD BRIGGS
Directed by WILLIAM CLEMENS · Original Screen Play by George Bricker · A WARNER BROS. PICTURE
Vitagraph, Inc.

Mat 106—31 lines—15c


ALL YOUR TROUBLES ARE OVER
When You See The Professor!
He's the school-master of swing, the dean of dance and the torchiest teacher who ever tooted a trumpet!
"MR. CHUMP"
with
JOHNNIE DAVIS
LOLA LANE
PENNY SINGLETON
DONALD BRIGGS
Directed by William Clemens
Original Screen Play by George Bricker
A WARNER BROS. PICTURE
Hear: "As Long As You Live... You'll Be Dead When You Die" and other hits!
Vitagraph, Inc.

Mat 103—84 lines—15c

WHEN HE PLAYS THE MARKET ...WALL STREET TREMBLES!
WHEN HE PLAYS THAT TRUMPET... THE WHOLE WORLD SWINGS!
He's lovable, laughable, looney and tuney, with a heartful of music, a head full of...nothing!
"MR. Chump"
Johnny's on a toot with: "As Long As You Live, You'll Be Dead When You Die!"
JOHNNIE DAVIS · LOLA LANE
PENNY SINGLETON
DONALD BRIGGS · Directed by WILLIAM CLEMENS
Original Screen Play by George Bricker
A WARNER BROS. PICTURE
Vitagraph, Inc.
THEATRE

Mat 204—172 lines—30c

He's got a heartful of music... and a head full of... nothing!
"MR. Chump"
JOHNNIE DAVIS
LOLA LANE
PENNY SINGLETON
DONALD BRIGGS
Directed by WILLIAM CLEMENS • Original Screen Play by George Bricker • A WARNER BROS. PICTURE
Vitagraph, Inc.

Mat 104—43 lines—15c

WHEN HE STARTS TOOTIN'..
YOU'LL START ROOTIN' -for more!
"MR. CHUMP"
with
JOHNNIE DAVIS · LOLA LANE · PENNY SINGLETON
DONALD BRIGGS · Directed by WILLIAM CLEMENS · Original Screen Play by George Bricker · A WARNER BROS. PICTURE
Vitagraph, Inc.

Mat 102—24 lines—15c

HE'S A CHUMP WITH NUMBERS BUT A GENIUS WITH FIGURES!
"MR. CHUMP"
The swing-mad trumpeter of "Varsity Show" and "Hollywood Hotel" blows his own horn in his first starring hit! You'll love it!
$ 974
8000
$
with
JOHNNIE DAVIS
PENNY SINGLETON
LOLA LANE · DONALD BRIGGS
Directed by WILLIAM CLEMENS · Original Screen Play by George Bricker · A WARNER BROS. PICTURE
Johnny's on a toot with "As Long As You Live You'll Be Dead When You Die"
Vitagraph, Inc.
THEATRE

Mat 201—120 lines—30c

MEET MR. CHUMP

Dress a gawky-looking fellow in ill-fitting suit, narrow trousers, large hat, extra large tie; send him through the streets, sign on his back crediting title and theatre, blowing a trumpet. If possible put two or three such men on the streets on your opening day. Might have 'em tour the nite spots and play the film's hit tunes.

THREE CONTESTS

Here are three contests based on the stock market angle in picture. Financial editor of local paper might help as it is necessary for contestants to look at financial pages in order to solve.

1. Entrants are given $1,000 paper credit and asked to choose that much stock; sending in their full report as to number of shares and buying price. After three days the entries showing the greatest paper profit win guest passes.

2. Contestants most accurate in predicting the number of shares traded on the N. Y. Stock Exchange on a certain day are awarded guest passes to film.

3. Newspaper prints number of real "sucker" stories (from the files of local better business bureau) — situations are given but the "catch" is withheld. Contestants are asked to see through the deception, and vie for prizes.

CHUMP RAFFLES

Revive the raffles contest for this picture. You know the details. Man known as Mr. Chump tours streets and big stores. Paper gives description and hints as to his route each day. Person who is first to approach him with a copy of cooperating newspaper and identify him as Mr. Chump is awarded guest passes.

TEASER ADS

"Wanted — someone who can blow a hotter trumpet than 'MR. CHUMP.' Apply Strand Theatre next week.

"Wanted — someone who can make more money on the stock market than 'MR. CHUMP.' Apply Strand Theatre.

"Investors — how to make $50,000 in one week. See 'MR. CHUMP' at the Strand Theatre."

Say It With Music

Boost your show with the two song hits, "As Long as You Live" and "It's Against the Law in Arkansas," which are featured by Johnnie "Scat" Davis. Go to your local music dealer and arrange for window and counter displays of title pages, stills and posters and tie in your billing and playdates. Broadcast songs through P. A. hook-up in lobby. Contact local dance bands and see that they are supplied with orchestrations. Title pages may be ordered direct from SAM SERWER — REMICK MUSIC CORP., 1250 6th Ave., N. Y. C.

AMATEUR HORN-TOOTING CONTEST arranged with cooperation of local daily should bring out a flock of would-be Johnnie Davis'. Let 'em compete for prizes with town's best known band leaders acting as judges. Try to arrange for all contestants to pose for picture breaks.

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"MR. CHUMP" SWING CLUB could be started locally with midnight broadcasts from theatre stage. Members are recruited from neighboring night clubs. "Big" names are invited to sit in on jam sessions. Patrons could be allowed to stay after the show and join the fun.

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MR. CHUMP GOES TO TOWN: get together a three or four piece swing band (small but loud); set them up in an old battered "jallopy" with appropriate labels and let 'em "swing it." Car stops on busy corners and band passes out heralds to pedestrian "alligators."

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TRUMPETER ON ROOF-TOP gets a crowd of curious looking up. When crowd is large, ushers raise banner plugging film and playdates.

Dealer Tie-Up Stills

JOHNNIE DAVIS:

Trumpet	JD 16
Summer Sport Shirt	JD 41
Camera	JD 61

PENNY SINGLETON:

Straw Bonnet	PS 97
Bicycles	PS 86, PS 90
Hat and Veil	PS 93

LOLA LANE:

Flowers	LL 12
Hat and Veil	LL 96

Order these specially prepared stills from Campaign Plan Editor. Complete set of 9—75c; individually 10c.

MUSICAL QUIZ

"Man-on-the-street" interviews passersby. Questions relate to famous band leaders and musicians. Might lead off with a few easy ones like: "Who is known as the 'King of Swing'? (Benny Goodman); Who is billed as "The Trumpet King"? (Henry Busse); Who is the swing-mad trumpeter from Fred Waring's Band whose nickname is 'Scat'?" Those interviewed are given guest passes to picture.

MUSIC STORES

Stores handling musical instruments will welcome displays featuring the trumpet and trombone. Order stills Nos. MC 200, MC 201, MC 204, from Campaign Plan Ed. showing Johnnie Davis tooting his horn and Donald Briggs trying to compete with a trombone. Plant them with scene stills from the picture in as many music stores as possible. Be sure showing carries title of film and playdates.

WALL STREET

Ticker tape machine promoted from local brokerage office is set up in lobby. Charts and graphs serve as background. P. A. system plays hit songs. Highlight large blowup of Johnnie Davis tooting a trumpet. Copy: "When he plays the market . . . Wall Street trembles! When he plays that trumpet . . . the whole world swings! See Johnnie 'Scat' Davis as 'Mr. Chump' at this theatre beginning Friday."

BOOK DISPLAY

Contact local book dealer and arrange display of popular books about stock market tips and stories of suckers who have been roped into stock swindles. Surround with flock of scene stills and tie in billing and playdates. Copy: "When he plays the market Wall Street trembles. See why — See 'Mr. Chump' at the Strand now."

CUT IT OUT

In planning your theatre front and lobby display don't let your artist overlook the many cut-out possibilities of the posters. One glance will bring to mind a variety of ways in which to snap up your front at no extra cost.

NON-RENTAL ITEMS

WHEN HE PLAYS THE MARKET ...WALL STREET TREMBLES!
WHEN HE PLAYS THAT TRUMPET...THE WHOLE WORLD SWINGS!
He's lovable, laughable, looney and tuney, with a heartful of music, a head full of...nothing!
"MR. Chump"
Johnny's on a toot with: "As Long As You Live, You'll Be Dead When You Die!"
JOHNNIE DAVIS · LANE LOLA PENNY SINGLETON
DONALD BRIGGS · Directed by WILLIAM CLEMENS
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A WARNER BROS. PICTURE
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Vitagraph, Inc.

6" x 9" HERALD

(Accompanying photograph shown in reduced size; actual herald is full size 6" x 9".)

PRICES:

$1.75 per M
5M and over

$2.00 per M
Less than 5M

THEATRE IMPRINT

MIDGET WINDOW CARD
4c each

SLIDE
15c each

THEATRE IMPRINT

REGULAR WINDOW CARD

1 to 49	7c each
50 to 99	6c each
100 and over	5½c each

LOBBY DISPLAYS

Let us tell you how your theatre can have these displays at a reasonable weekly rental free.

AMERICAN DISPLAY COMPANY, Inc.
525 WEST 43rd STREET NEW YORK CITY

24" x 60" (also in size 24" x 82")

40" x 60" (also in size 30" x 40")

Official Billing

WARNER BROS.	40%
Pictures, Inc. Presents	5%
"MR. CHUMP"	100%
with	
JOHNNIE DAVIS, LOLA LANE PENNY SINGLETON	40%
Donald Briggs	10%
Directed by WILLIAM CLEMENS	20%
Original Screen Play by George Bricker	3%
A Warner Picture	5%

RENT THESE ACCESSORIES

SPECIAL QUANTITY PRICES

(For Posting or Sniping)

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ONE-SHEETS

50 to 99 . . . . . 11c each

100 and over . . . . . 9c each

THREE-SHEETS

50 to 99 . . . . . 32c each

100 and over . . . . . 28c each

SIX-SHEETS

25 to 49 . . . . . 80c each

50 to 99 . . . . . 70c each

100 and over . . . . . 60c each

SIX-SHEET . . . . . Rental 48c each

THREE-SHEET . . . . . Rental 24c each

INSERT CARD

Rental . . . . 12c each

ONE-SHEET . . . . . Rental 8c each

COLORED 22 x 28's

Rental: 20c each

COLORED

11 x 14's

SET OF 8

RENTAL: 35c

PRINTED IN U.S.A.

Scanned from the United Artists collection at the Wisconsin Center for Film and Theater Research, with support from Matthew and Natalie Bernstein.

Wisconsin Center
for Film and Theater Research

http://wcftr.commarts.wisc.edu

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DIGITAL LIBRARY

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